

Unit #	Stock#	Year	Make	Model	Days in Stock	Acquisition Source	CP O	Advertised Price (Time of Sale)	Transaction Price	Advertised Price to Market % (Time of Sale)	Front-End Gross	Finance Gross
ex.	P123456	2015	Chevrolet	Equinox	30	Trade on New	No	\$ 15,000	\$ 13,800	95%	\$1,500	\$500
1	9590r2	2013	Nissan	Leaf	96	Trade on Used	No	\$ 8,000	\$ 5,990	75%	\$1,800	\$0
2	9621r1	2019	Toyota	Camry	75	Trade on Used	No	\$ 23,399	\$ 21,100	90%	\$1,610	\$163
3	76379	2018	Ford	Fusion	263	Auction/Wholesale	No	\$ 18,099	\$ 15,218	84%	(\$1,254)	\$0
4	77649	2017	Ford	Escape	38	Auction/Wholesale	No	\$ 14,177	\$ 11,784	83%	\$500	\$100
5	77459	2017	Ford	Fusion	78	Auction/Wholesale	No	\$ 17,825	\$ 13,280	75%	(\$1,173)	\$2,451
6	9413r1	2019	Ford	Escape	19	Trade on Used	Yes	\$ 21,136	\$ 18,744	88%	\$1,177	\$1,294
7	77410	2016	Scion	TC	11	Auction/Wholesale	Yes	\$ 17,280	\$ 13,995	80%	\$3,063	\$0
8	77899	2017	Ford	Focus	10	Auction/Wholesale	No	\$ 9,329	\$ 8,285	87%	\$500	\$0
9	77549	2018	Ford	Edge	64	Auction/Wholesale	No	\$ 28,513	\$ 21,062	74%	\$3,314	\$2,134
10	9659r1	2017	Ford	Explorer	22	Trade on Used	Yes	\$ 27,175	\$ 23,716	86%	\$2,513	\$503
11	77909	2017	Ford	Explorer	10	Auction/Wholesale	No	\$ 22,945	\$ 20,679	90%	\$1,500	\$1,095
12	9712r1	2016	Lincoln	MKX	18	Trade on Used	No	\$ 22,750	\$ 20,929	90%	\$917	\$0
13	77939	2017	Ford	Fusion	15	Auction/Wholesale	No	\$ 16,070	\$ 12,667	79%	\$1,000	\$689
14	9144r1	2016	Ford	Explorer	26	Trade on Used	Yes	\$ 28,820	\$ 21,742	75%	(\$489)	\$3,960
15	9896r1	2014	Infiniti	Q50	4	Trade on Used	No	\$ 25,395	\$ 18,900	74%	\$4,054	\$3,972
16	77929	2018	Ford	F-150	6	Auction/Wholesale	No	\$ 26,125	\$ 23,351	89%	\$1,500	\$1,045
17	9744r1	2017	Jeep	Renegade	78	Trade on Used	No	\$ 19,449	\$ 14,895	77%	\$1,995	\$1,900
18	78079	2018	Ford	F-150	1	Auction/Wholesale	No	\$ 25,979	\$ 22,582	87%	(\$46)	\$409
19	77399	2017	Ford	Fusion	85	Auction/Wholesale	No	\$ 23,615	\$ 17,500	74%	\$2,553	\$3,264
20	9853r1	2014	Ford	Mustang	27	Trade on Used	No	\$ 15,735	\$ 13,495	86%	\$1,266	\$1,535
21	78129	2018	Ford	Escape	27	Auction/Wholesale	No	\$ 16,775	\$ 14,847	88%	\$500	\$267
22	78069	2018	Ford	Explorer	11	Auction/Wholesale	No	\$ 30,288	\$ 27,346	90%	\$500	\$0
23	77869	2018	Ford	C-Max	9	Auction/Wholesale	No	\$ 23,403	\$ 18,995	81%	\$1,599	\$1,452
24	8190r1	2018	Honda	CRV	22	Trade on Used	No	\$ 25,959	\$ 19,500	75%	\$22,939	\$1,586
25	77169	2017	Ford	Edge	130	Auction/Wholesale	No	\$ 23,013	\$ 18,405	79%	\$108	\$1,270
26	78089	2018	Ford	Fusion	7	Auction/Wholesale	No	\$ 13,900	\$ 12,424	89%	\$500	\$0
27	76949	2017	Ford	Fusion	158	Auction/Wholesale	No	\$ 15,549	\$ 13,695	88%	(\$627)	\$0

28	9689r1	2020	Toyota	Corolla	82	Trade on Used	No	\$	19,500	\$	17,963	92%	\$1,571	\$0
29	9656r1	2020	Kia	Telluride	7	Trade on Used	Yes	\$	46,795	\$	39,500	84%	\$1,148	\$2,720
30	76219	2017	Ford	Explorer	246	Auction/Wholesale	No	\$	28,281	\$	23,991	84%	(\$840)	\$228
31	76769	2017	Ford	Fusion	178	Auction/Wholesale	No	\$	18,163	\$	14,695	80%	(\$354)	\$916
32	9764r1	2017	Toyota	Prius	7	Trade on Used	No	\$	21,221	\$	16,589	78%	\$2,168	\$1,602
33	9634r1	2020	Ford	Mustang	43	Trade on Used	No	\$	29,706	\$	26,995	90%	\$803	\$1,225
34	77809	2019	Nissan	Altima	31	Auction/Wholesale	No	\$	18,290	\$	15,330	83%	\$1,163	\$1,320
35	9798r1	2018	Kia	Sportage		Trade on New	Yes	\$	26,559	\$	17,995	68%	\$5,433	\$4,087
36	78159	2018	Ford	Escape	17	Auction/Wholesale	No	\$	14,975	\$	13,558	90%	\$500	\$0
37	77769	2019	Ford	Ranger	34	Auction/Wholesale	Yes	\$	28,500	\$	25,538	89%	(\$559)	\$0
38	78169	2018	Ford	Escape	13	Trade on Used	No	\$	17,024	\$	15,447	90%	\$500	\$0
39	77259	2018	Ford	Focus	127	Auction/Wholesale	No	\$	14,148	\$	12,495	88%	\$880	\$238
40	77829	2018	Ford	Transit	22	Auction/Wholesale	Yes	\$	36,168	\$	30,367	83%	\$2,091	\$1,446
41	77739	2019	Ford	Flex	45	Auction/Wholesale	Yes	\$	32,049	\$	25,995	81%	\$2,334	\$1,204
42	77639	2018	Jeep	Wrangler	51	Trade on Used	Yes	\$	33,473	\$	29,995	89%	\$3,275	\$1,075
43	9706r2	2019	Ford	Ranger	32	Trade on New	Yes	\$	34,574	\$	26,995	78%	\$1,104	\$4,306
44	78199	2018	Ford	Expedition	37	Auction/Wholesale	No	\$	40,810	\$	33,278	81%	\$500	\$2,861
45	77889	2018	Nissan	Versa	27	Auction/Wholesale	No	\$	12,000	\$	10,550	87%	\$158	\$0
46	77679	2019	Nissan	Altima	52	Trade on Used	Yes	\$	20,805	\$	18,595	89%	\$249	\$653
47	6984r1	2017	Ford	Fusion	427	Trade on Used	No	\$	22,789	\$	17,400	76%	(\$353)	\$1,765
48	77369	2020	Ford	Fusion	109	Auction/Wholesale	No	\$	24,899	\$	18,600	75%	(\$891)	\$2,754
49	77719	2017	Lexus	ES350	52	Auction/Wholesale	No	\$	25,149	\$	22,000	87%	\$195	\$201
50	77799	2020	Ford	F-150	46	Auction/Wholesale	Yes	\$	39,861	\$	36,400	91%	\$27	\$0
51	77519	2020	Ford	Escape	94	Auction/Wholesale	No	\$	24,031	\$	20,895	86%	\$1,749	\$551
52	78019	2018	Ford	Fusion	25	Auction/Wholesale	No	\$	21,500	\$	19,178	89%	\$133	\$0
53	77779	2014	Ford	Escape	40	Auction/Wholesale	No	\$	21,387	\$	18,995	88%	\$570	\$139

Scoreboard Totals

% Retailed of Non-Franchise Make	22%
Total # Retail Units	101
Avg. Days to Sale	56.4
Avg. Advertised Price (Time of Sale)	\$ 24,715
Avg. Transaction Price	\$ 20,727
Avg. Market Price at 100%	\$ 29,513
Avg. Price to Market % (Time of Sale)	84%
Avg. Transaction to Market	70%
Avg. Transactional Discount	\$ 3,988
Avg. Front-End Gross	\$ 1,310
Avg. Finance Gross	\$ 1,236
PUVR	\$ 2,546
Total Gross (Units & PUVR)	\$ 257,191
GROI	78%
% with Trade	16%
Avg. Over/Under Allowance	\$343



Scoreboard

(Click on the blue header to access the dropdown list, then scroll up to select your staff member for each column.)

Desk Manager	Totals	raul amaral	johnny reynoso										
% Retailed of Non-New Franchise	22%	22%	22%	#DIV/0!									
Total # Retail Units	101	37	64	0	0	0	0	0	0	0	0	0	0
Avg. Days to Sale	56.4	63.0	52.4	#DIV/0!									
Avg. Advertised Price (Time of Sale)	\$ 24,715	\$ 24,471	\$ 24,856	#DIV/0!									
Avg. Transaction Price	\$ 20,727	\$ 20,075	\$ 21,105	#DIV/0!									
Avg. Market Price at 100%	\$ 29,513	\$ 30,015	\$ 29,611	#DIV/0!									
Avg. Price to Market % (Time of Sale)	84%	82%	84%	#DIV/0!									
Avg. Transaction to Market	70%	67%	71%	#DIV/0!									
Avg. Transactional Discount	\$ 3,988	\$ 4,397	\$ 3,751	#DIV/0!									
Avg. Front-End Gross	\$ 1,310	\$ 1,596	\$ 1,145	#DIV/0!									
Avg. Finance Gross	\$ 1,236	\$ 1,382	\$ 1,152	#DIV/0!									
PUVR	\$ 2,546	\$ 2,977	\$ 2,297	#DIV/0!									
Total Gross (Units & PUVR)	\$ 257,191	\$ 110,152	\$ 147,038	#DIV/0!									
GROI	78%	85%	75%	#DIV/0!									
% with Trade	16%	11%	19%	#DIV/0!									
Avg. Over/Under Allowance	343	135	463	#DIV/0!									





Scoreboard

(Click on the blue header to access the dropdown list, then scroll up to select your staff member for each column.)

Finance Manager	Totals	nestor holguin	jorge gutierrez									
% Retailed of Non-New Franchise	22%	24%	21%	#DIV/0!								
Total # Retail Units	101	38	63	0	0	0	0	0	0	0	0	0
Avg. Days to Sale	56.4	62.3	52.7	#DIV/0!								
Avg. Advertised Price (Time of Sale)	\$ 24,715	\$ 24,291	\$ 24,971	#DIV/0!								
Avg. Transaction Price	\$ 20,727	\$ 20,319	\$ 20,974	#DIV/0!								
Avg. Market Price at 100%	\$ 29,513	\$ 29,331	\$ 30,017	#DIV/0!								
Avg. Price to Market % (Time of Sale)	84%	83%	83%	#DIV/0!								
Avg. Transaction to Market	70%	69%	70%	#DIV/0!								
Avg. Transactional Discount	\$ 3,988	\$ 3,972	\$ 3,997	#DIV/0!								
Avg. Front-End Gross	\$ 1,310	\$ 1,455	\$ 1,223	#DIV/0!								
Avg. Finance Gross	\$ 1,236	\$ 1,136	\$ 1,297	#DIV/0!								
PUVR	\$ 2,546	\$ 2,591	\$ 2,520	#DIV/0!								
Total Gross (Units & PUVR)	\$ 257,191	\$ 98,451	\$ 158,740	#DIV/0!								
GROI	78%	74%	82%	#DIV/0!								
% with Trade	16%	0%	0%	#DIV/0!								
Avg. Over/Under Allowance	343	99	490	#DIV/0!								



Scoreboard

CPO	Totals	Yes	No
Total # Retail Units	101	20	81
Avg. Days to Sale	56.4	43.7	59.3
Avg. Advertised Price (Time of Sale)	\$ 24,715	\$ 29,192	\$ 19,829
Avg. Transaction Price	\$ 20,727	\$ 24,367	\$ 19,829
Avg. Market Price at 100%	\$ 29,513	\$ 35,414	\$ 28,362
Avg. Price to Market % (Time of Sale)	84%	82%	70%
Avg. Transaction to Market	70%	69%	70%
Avg. Transactional Discount	\$ 3,988	\$ 4,825	\$ 3,781
Avg. Front-End Gross	\$ 1,310	\$ 1,653	\$ 1,226
Avg. Finance Gross	\$ 1,236	\$ 1,701	\$ 1,122
PUVR	\$ 2,546	\$ 3,354	\$ 2,347
Total Gross (Units & PUVR)	\$ 257,191	\$ 67,072	\$ 190,119
GROI	78%	113%	72%
% with Trade	16%	9%	20%
Avg. Over/Under Allowance	343	410	327



Scoreboard

Same Brand as New	Totals	Yes	No
Total # Retail Units	101	79	22
Avg. Days to Sale	56.4	58.3	48.9
Avg. Advertised Price (Time of Sale)	\$ 24,715	\$ 24,836	\$ 20,113
Avg. Transaction Price	\$ 20,727	\$ 20,898	\$ 20,113
Avg. Market Price at 100%	\$ 29,513	\$ 29,779	\$ 29,685
Avg. Price to Market % (Time of Sale)	84%	83%	68%
Avg. Transaction to Market	70%	70%	68%
Avg. Transactional Discount	\$ 3,988	\$ 3,938	\$ 4,166
Avg. Front-End Gross	\$ 1,310	\$ 890	\$ 2,818
Avg. Finance Gross	\$ 1,236	\$ 1,191	\$ 1,398
PUVR	\$ 2,546	\$ 2,081	\$ 4,216
Total Gross (Units & PUVR)	\$ 257,191	\$ 164,434	\$ 92,757
GROI	78%	61%	154%
% with Trade	16%	5%	55%
Avg. Over/Under Allowance	343	367	259



Scoreboard

Source	Totals	Trade on New	Trade on Used	Street/Curb buy	Auction/wholesale	Loaner	LBO customer	BO OEM/Leasing co	ental Fleet (Enterprise, etc	Other
Total # Retail Units	101	2	22	0	77	0	0	0	0	0
% of Retail Units	100%	2%	22%	0%	76%	0%	0%	0%	0%	0%
% Retailed of Non-New Franchise	22%	50%	55%	#DIV/0!	12%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Days to Sale	56.4	32.0	55.6	#DIV/0!	56.9	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction Price	\$ 20,727	\$ 22,495	\$ 20,613	#DIV/0!	\$ 20,714	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transaction to Market %	70%	53%	69%	#DIV/0!	72%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Transactional Discount	\$ 3,988	\$ 8,072	\$ 4,145	#DIV/0!	\$ 3,837	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Front End Gross	\$ 1,310	\$ 3,268	\$ 2,593	#DIV/0!	\$ 893	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Finance Gross	\$ 1,236	\$ 4,196	\$ 1,473	#DIV/0!	\$ 1,092	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
PUVR	\$ 2,546	\$ 7,464	\$ 4,066	#DIV/0!	\$ 1,984	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Total Gross (Units & PUVR)	\$ 257,191	\$ 14,929	\$ 89,460	#DIV/0!	\$ 152,802	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
GROI	78%	373%	128%	#DIV/0!	61%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
% with Trade	16%	50%	23%	#DIV/0!	13%	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!
Avg. Over/Under Allowance	343	1,271	522	#DIV/0!	268	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!	#DIV/0!



Scoreboard

Age	Totals	0-30 days	31-45 days	46-60 days	61-90 days	90+ days
Total # Retail Units	101	35	17	16	17	15
% of Retail Units	100%	35%	17%	16%	17%	15%
% Retailed of Non-New Franchise	22%	20%	12%	19%	47%	7%
Avg. Days to Sale	56.4	15.1	37.1	52.9	76.2	155.7
Avg. Transaction Price	\$ 20,727	\$ 20,205	\$ 21,697	\$ 24,467	\$ 21,025	\$ 16,703
Avg. Transaction to Market %	70%	73%	66%	73%	71%	70%
Avg. Transactional Discount	\$ 3,988	\$ 3,581	\$ 4,888	\$ 4,299	\$ 3,928	\$ 3,347
Avg. Front End Gross	\$ 1,310	\$ 1,919	\$ 1,013	\$ 901	\$ 1,377	\$ 312
Avg. Finance Gross	\$ 1,236	\$ 1,136	\$ 1,801	\$ 1,114	\$ 1,179	\$ 836
PUVR	\$ 2,546	\$ 3,055	\$ 2,814	\$ 2,014	\$ 2,557	\$ 1,148
Total Gross (Units & PUVR)	\$ 257,191	\$ 106,923	\$ 47,840	\$ 32,231	\$ 43,462	\$ 17,217
GROI	78%	361%	126%	56%	57%	16%
% with Trade	16%	9%	24%	19%	12%	20%
Avg. Over/Under Allowance	343	132	602	363	303	419

